

TABLE OF CONTENT

	Page
COVER PAGE	
TITLE PAGE	
FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT	i
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	ii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	iii
ABSTRACT	iv
ABSTRAK.....	v
PREFACE	vi
TABLE OF CONTENT	viii
LIST OF FIGURES.....	xi
LIST OF TABLES	xii
LIST OF APPENDICES.....	xiv
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problem Limitation.....	7
1.3 Problem Formulation.....	8
1.4 Objectives of the Research	8
1.5 Benefit of the Research	8
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS	
DEVELOPMENT.....	11
2.1 Theoretical Background	11
2.1.1 Hospitality	11
2.1.2 Guest Experience.....	11
2.1.2.1 Definition of Guest Experience	11
2.1.2.2 Importance of Guest Experience.....	12
2.1.2.3 Factors that Influence Guest Experience	13
2.1.2.4 Indicators of Guest Experience	14

2.1.3 Perceived Value.....	15
2.1.3.1 Definition of Perceived Value	15
2.1.3.2 Types of Perceived Value	16
2.1.3.3 Indicators of Perceived Value.....	18
2.1.4 Guest Satisfaction.....	18
2.1.4.1 Definition of Guest Satisfaction	18
2.1.4.2 Factors that Influence of Guest Satisfaction.....	19
2.1.4.3 Benefits of Guest Satisfaction	20
2.1.4.4 Indicators of Guest Satisfaction.....	21
2.1.5 Guest Loyalty	22
2.1.5.1 Definition of Guest Loyalty	22
2.1.5.2 Factors that Influence of Guest Loyalty	23
2.1.5.3 Indicators of Guest Loyalty	24
2.1.6 The Influence of Guest Experience on Guest Loyalty	24
2.1.7 The Influence of Perceived Value on Guest Loyalty	25
2.1.8 The Influence of Satisfaction on Guest Loyalty.....	26
2.2 Previous Research	27
2.3 Hypothesis Development.....	28
2.4 Research Model.....	29
2.5 Framework of Thinking.....	30
 CHAPTER III RESEARCH METHODOLOGY.....	32
3.1. Research Design	32
3.2. Population and Sample.....	32
3.2.1. Research Location and Time	33
3.2.2. Population.....	33
3.2.3. Sample.....	33
3.3 Data Collection Method	34
3.4. Operational Definition and Variable Measurement.....	35
 3.5. Data Analysis Method	37
3.5.1 Research Instrument Test	37
3.5.2 Descriptive Statistics	39
3.5.3 Classical Assumption Test	41

3.5.3.1. Normality Test.....	41
3.5.3.2. Multicollinearity Test.....	41
3.5.3.3. Heteroscedasticity Test.....	42
3.5.4. Multiple Linear Regression Analysis	42
3.5.5. Determination Test.....	42
3.5.6. Hypothesis Test.....	44
CHAPTER IV RESEARCH RESULT AND DISCUSSION.....	45
4.1 General View of Mikie Holiday Resort & Hotel.....	45
4.1.1 Brief Overview	45
4.2 Research Result	50
4.2.1 Test of Research Instrument.....	50
4.2.2 Descriptive Statistics	53
4.2.3 Result of Data Quality Testing	68
4.2.3.1 Classical Assumption Test.....	68
4.2.3.2 Multiple Linear Regression Analysis.....	70
4.2.3.3 Determination Test.....	71
4.2.4 Hypothesis Test	75
CHAPTER V CONCLUSION	82
5.1 Conclusion.....	82
5.2 Recommendation	83
REFERENCES	
APPENDICES	

LIST OF FIGURES

	Page
Figure 1.1 Mikie Holiday Resort & Hotel	2
Figure 2.1 Research Model	29
Figure 2.2 Framework of Thinking	31
Figure 4.1. Organizational Structure of Mikie Holiday Resort & Hotel	49
Figure 4.2. Characteristics of Respondents by Gender	53
Figure 4.3 Characteristics of Respondents by Gender	54
Figure 4.4 Characteristics of Respondents by Number of visits to Mikie Holiday Resort & Hotel.....	54
Figure 4.5 Histograms	69
Figure 4.6 Normal P-P Plot	69
Figure 4.7 Scatterplot	72

LIST OF TABLES

	Page
Table 1. 1 Occupancy Rate at Mikie Holiday Resort & Hotel	3
Table 1. 2 Negative Review of Guest Experience at Mikie Holiday Resort & Hotel	4
Table 1.3 Negative Review of Perceived Value at Mikie Holiday Resort & Hotel	5
Table 1.4 Google Review at Mikie Holiday Resort & Hotel	6
Table 2.1 Previous Research	27
Table 3.1 Operational Variable	35
Table 3.2 Likert Scale.....	37
Table 4.1. Validity Test Results of Guest Experience (X ₁).....	50
Table 4. 2 Validity Test Results of Perceived Value (X ₂).....	51
Table 4. 3 Validity Test Results of Guest Loyalty (Y).....	52
Table 4. 4 Pre-Test Reliability of Variable.....	52
Table 4.5 Measurement Score of Descriptive Statistics for Guest Experience, Perceived Value, Satisfaction and Guest Loyalty	55
Table 4.6 The Interval for Guest Experience (X ₁).....	55
Table 4.7 Respondents' Responses towards Guest Experience (X ₁)	56
Table 4.8 Respondents' Responses towards Perceived Value (X ₂)	56
Table 4.9 Respondents' Responses towards Guest Satisfaction (X ₃).....	57
Table 4.10 Respondents' Responses towards Guest Loyalty (Y)	58
Table 4.11 Guest Experience Variable (X ₁) - Questionnaire 1	59
Table 4.12 Guest Experience Variable (X ₁) - Questionnaire 2	59
Table 4.13 Guest Experience Variable (X ₁) - Questionnaire 3	59
Table 4.14 Guest Experience Variable (X ₁) - Questionnaire 4	60
Table 4.15 Guest Experience Variable (X ₁) - Questionnaire 5	60
Table 4.16 Guest Experience Variable (X ₁) - Questionnaire 6	60
Table 4.17 Perceived Value Variable (X ₂) - Questionnaire 1	61
Table 4.18 Perceived Value Variable (X ₂) - Questionnaire 2	61
Table 4.19 Perceived Value Variable (X ₂) - Questionnaire 3	62

Table 4.20 Perceived Value Variable (X_2) - Questionnaire 4	62
Table 4.21 Perceived Value Variable (X_2) - Questionnaire 5	63
Table 4.22 Perceived Value Variable (X_2) - Questionnaire 6	63
Table 4.23 Guest Satisfaction Variable (X_3) - Questionnaire 1	64
Table 4.24 Guest Satisfaction Variable (X_3) - Questionnaire 2	64
Table 4.25 Guest Satisfaction Variable (X_3) - Questionnaire 3	64
Table 4.26 Guest Satisfaction Variable (X_3) - Questionnaire 4	65
Table 4.27 Guest Satisfaction Variable (X_3) - Questionnaire 5	65
Table 4.28 Guest Satisfaction Variable (X_3) - Questionnaire 6	65
Table 4.29 Guest Loyalty Variable (Y) - Questionnaire 1	66
Table 4.30 Guest Loyalty Variable (Y) - Questionnaire 2	66
Table 4.31 Guest Loyalty Variable (Y) - Questionnaire 3	67
Table 4.32 Guest Loyalty Variable (Y) - Questionnaire 4	67
Table 4.33 Guest Loyalty Variable (Y) - Questionnaire 5	67
Table 4.34 Guest Loyalty Variable (Y) - Questionnaire 6	68
Table 4.35 Kolmogorov Smirnov Test.....	70
Table 4. 36 Tolerance Value and VIF	71
Table 4. 37 Spearman Test.....	72
Table 4. 38 Multiple Regression Testing Result	73
Table 4. 39 Determination Test	74
Table 4. 40 T-Testing Output	75
Table 4. 41 F- Test Output	76

LIST OF APPENDICES

APPENDIX A. KUESIONER PENELITIAN (SKRIPSI).....	A-1
APPENDIX B. DATA TABULATION (PRE-TEST).....	B-1
APPENDIX C. DATA TABULATION (SAMPLE-TEST)	C-1
APPENDIX D. OUTPUT SPSS (PRE-TEST)	D-1
APPENDIX E. DESCRIPTIVE STATISTICS.....	E-1
APPENDIX F. CLASSICAL ASSUMPTION TEST	F-1
APPENDIX G. MULTIPLE LINEAR REGRESSION ANALYSIS	G-1
APPENDIX H. HYPOTHESIS TEST	H-1
APPENDIX I. STATISTIC TABLE.....	I-1
APPENDIX J. TURNITIN CHECK.....	J-1